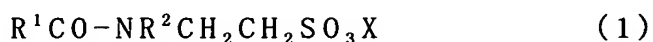


CLAIMS

1. A paste or solid cleaning agent composition comprising (a) 5-50 mass % of an acyl salt anionic surfactant represented by the following general formula (1), (b) one, two or more chosen from inorganic salts, organic acids, and organic salts, (c) polyethylene glycol, and (d) water wherein the total electrolyte molar concentration is 1.8 mol/kg or more.



(In this formula, R^1 denotes a hydrocarbon group having 10-24 carbons, R^2 denotes a hydrogen atom or methyl group, and X denotes an alkali metal, alkali earth metal, ammonium, or organic amine.)

2. The cleaning agent composition of claim 1 wherein R^1 of the (a) ingredient comprises a lauric acid residue and/or myristic acid residue.

3. The cleaning agent composition of claim 1 wherein the organic acid and organic salt of the (b) ingredient is one, two or more chosen from citric acid, succinic acid, lactic acid, malic acid, glycolic acid, tartaric acid, and acidic amino acids, as well as their salts.

4. The cleaning agent composition of claim 1 wherein the molecular weight of the (c) ingredient is 200-1,000.

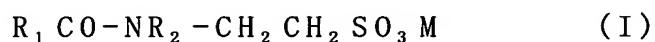
5. The cleaning agent composition of claim 1 that further comprises (e) a nonionic surfactant.

6. The cleaning agent composition of claim 5 wherein the (e) ingredient is a polyoxyethylene glycerin monoisostearate having a HLB of 10-15.

7. The cleaning agent composition of claim 1 that further comprises (f) one, two or more chosen from taurine, N-methyltaurine, and N,N-dimethyltaurine.

8. A paste or solid cleaning agent composition having a system melting point of 40°C or higher, comprising (a) an anionic surfactant having a Kraft point of 40°C or lower, (b) one, two, or more chosen from inorganic salts and organic salts, (c) trihydric or higher polyol, and (d) water.

9. The cleaning agent composition of claim 8 wherein ingredient (a) is one, two, or more chosen from long chain acyl taurine salts represented by the following general formula (I).



(In this formula, R_1 denotes a saturated or unsaturated hydrocarbon group with an average number of carbon atoms of 7-19; R_2 denotes an

alkyl group with an average number of carbon atoms of 1-3; and M denotes an alkali metal, alkali earth metal, ammonium, or organic amine or derivative.)

5 10. The cleaning agent composition of claim 8 or 9 wherein at least one of the constituents of the (b) ingredient is the same type of metal ion salt as the counter ion of the (a) ingredient.

10 11. The cleaning agent composition of claim 10 wherein, in the (b) ingredient, the molar ratio of the same type of metal ion salt as the counter ion of the (a) ingredient is one or more to the metal ion salt of types other than the counter ion of the (a) ingredient.

15 12. The cleaning agent composition of any one of claims 8-11 that further comprises (e) one, two or more chosen from taurines and nonionic surfactants having a HLB of 10 or more.

20 13. The cleaning agent composition of claim 12 wherein the nonionic surfactant having a HLB of 10 or more, used for the (e) ingredient, is one, two or more chosen from POE (=polyoxyethylene) glycerin monoisostearate, POE dialkyl ether, and POE hydrogenated castor oil, as well as
25 derivatives thereof.

14. The cleaning agent composition of claim 12 or 13 wherein the melting point of the system is 45°C or higher.